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**ART OF COACHING PODCAST™ EPISODE 318:**  
**DONALD MILLER: HOW TO BUILD A PROFITABLE COACHING BUSINESS**

What self limiting beliefs or excuses are holding you back from pursuing a new opportunity, building a business, or creating new revenue stream? List them and discuss what it would take to eliminate these barriers once and for all.

What is your brand? In particular, what problem do you solve? Can you become the go-to person in your industry for owning this issue?

Who is your audience? Define them. If this is challenging, start with who knows you best and work from there.



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**What tasks can you automate or delegate to give yourself the time to develop your product? What is the opportunity cost for not getting help?**

**What high-profit product could you create to generate a significant amount of capital to use to get your business off the ground? If you were creating a one-pager to help sell it, what would it look like? Write the outline below.**

**What tools can you use to sustain and grow your business now and into the future? Discuss how you can best leverage these tools and build trust with your audience.**



## Art of Coaching Podcast™

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### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



**Art of Coaching Podcast™**  
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# Art of Coaching Podcast™



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